



ADDRESS REPLY TO:  
California Apprenticeship Council  
P. O. Box 420603  
San Francisco, CA 94142-0603

## PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Wednesday – January 28, 2009 3:30 p.m.

### I. Call To Order/ Roll Call

The meeting was called order at 3:35 p.m. by Commissioner Bechthold, standing in for Chairman Cedric Porter

Members present: Donna Bechthold, Anne Quick, Les DenHerder, and Acting Chief Glen Forman.

Members absent: Cedric Porter

Review/Approval of the minutes of October 30, 2008 Minutes

A motion to accept the minutes was made by Commissioner Quick and seconded by Commissioner DenHerder. The minutes were approved.

### II. Strategies, Goals and Better Ways to Market Apprenticeship

- The floor was yielded to Renee Bacchini who delivered an update on the status of the Department's "I Built It" postcards. The post cards have been distributed throughout the State through DAS's Outreach efforts.
- She reported that the Division is in the process of putting a video together that is based on the "I Built It" theme. The video will be targeted to Jr. High School and High School students. The Division will be releasing it in the fall.
- The latest campaign is the Awarding Bodies Campaign. Ms. Bacchini reported that the name of the campaign will be changed because it will be more focused on educating contractors. DAS has taken on the approach of partnership, enforcement, and education to create more opportunities for apprentices. A list of Public Works directors within cities, counties, school districts, universities, and community colleges is being established. Volunteers will be asked to join a focus group and attend a meeting to discuss public awareness programs to educate Awarding Bodies. The purpose of the meeting is to formulate ideas on how to educate the Awarding Bodies that they need to ensure that it is written in their contract that they hire apprentices. Pacia Parker, Senior Apprenticeship Consultant in the Public Works unit will be formulating a pre-bid packet that will be distributed to the Public Works community. The Division is also looking into using the concept of webinars as a part of educating.

### III. Other items of Potential Interest

- Rick Davis, U.S. Department of Labor, Office of Apprenticeship, reported an upcoming event; Collaborate with Success, Partnering with Registered Apprenticeship in San Francisco on March 31<sup>st</sup> & April 1<sup>st</sup>. The purpose of this action clinic is to bring together different partners with workforce boards throughout the State of California, with the One Stop Centers and registered apprenticeship to determine what to do to promote and improve apprenticeship. The clinic will be held at the San Francisco Marriott Hotel. You can register for this event at [doleta.gov](http://doleta.gov)

#### IV. Adjournment

A motion to adjourn was made by Commissioner DenHerder and seconded by Commissioner Goff. The meeting adjourned at 3:55 p.m.